

Going Green

- Introduction
 - An Evolutionary Journey
 - Creating Your Own Roadmap
 - Step One: Self-Assessment
 - Step Two: Customer Assessment
 - Step Three: Evaluating Your Opportunities



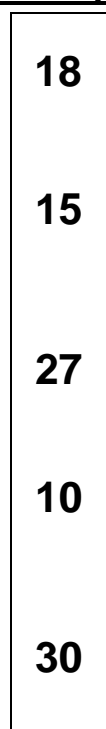
Step One: Self-Assessment

- Evaluate Motivations of All Parties
- Identify Opportunities That Can Be Authentically And Effectively Implemented



Step Two: Customer Assessment

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- GfK Roper's survey segmented respondents on their green attitudes and identified 5 groups:

Apathetics

- Not concerned enough about the environment to take action and believe environmental indifference is the mainstream.

Grousers

- Generally uninvolved and disinterested in green issues; believe individual behavior cannot improve environment.

Sprouts

- Environmental "fence sitters" who buy green if it meets their needs.

Green Back Greens

- Do not have time to be completely green and not likely to give up comfort and convenience for the environment, but willing to buy green products.

True Blue Greens

- Environmental leaders and activists most likely to walk the green talk.

Step Three: Evaluate Your Opportunities

- Review Current Business Practices
- Survey Practices of Others
- Spark Internal Dialogue
- Weigh Opportunities Against Following Criteria:
 1. Authenticity
 2. Feasibility
 3. Environmental Impact
 4. Financial Sustainability



Step Three: Evaluate Your Opportunities...

1. Authenticity

- Look for options rooted in the DNA of your company

Quivira Examples:

- Wine Creek Restoration
- Trout Unlimited Partnership



Step Three: Evaluate Your Opportunities...

2. Feasibility

- If necessary, take incremental steps, setting achievable benchmarks to garner support and generate momentum

Quivira Examples:

- Honey Bees
- Honey, Olive Oil, Preserves



Step Three: Evaluate Your Opportunities...

3. Environmental Impact

- Look for to maximize impact, opting for depth in meaningful, measurable ways that will lend authenticity to your efforts

Quivira Examples:

- Biodynamic / Organic Farming
 - Health & Balance
 - Proactive Vineyard Management
 - Cover Crops & Compost
 - Hoe Plow & Hand Weeding
 - Produce Garden



Step Three: Evaluate Your Opportunities...

4. Financial Sustainability

Quivira Example:

- Solar Power



In Sum

- Create Your Own Roadmap
 - Step One: Self-Assessment
 - Step Two: Customer Assessment
 - Step Three: Evaluating Your Opportunities
 - Authenticity
 - Feasibility
 - Environmental Impact
 - Financial Sustainability
- When a Path Doesn't Exist - Forge a New One

